



**DEFENSE LOGISTICS AGENCY**  
THE DEFENSE CONTRACT MANAGEMENT COMMAND  
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IN REPLY  
REFER TO

AQOA

MEMORANDUM FOR COMMANDERS, DEFENSE CONTRACT MANAGEMENT  
DISTRICTS  
COMMANDERS, DCMC CONTRACT ADMINISTRATION  
OFFICES (CAOS)

SUBJECT: DCMC Memorandum No. 96-32, Measuring Customer Satisfaction (POLICY)

This is a POLICY memorandum. It expires when content is included in DLAD 5000.4, Contract Management (One Book), not to exceed one year. Target Audience: All DCMC Employees.

A major change in our top level performance metrics was announced at the Commander's Conference in April 1996. We changed our focus from outputs, "Doing Things Right," to outcomes, "Doing the Right Things." We arranged the new metrics into seven critical (Top 7) aspects of our mission:

- c Right Item - Does It Meet Contract Requirements?
- Right Time -Is It Delivered On Time?
- Right Price -Do We Find Cost Savings/Avoidances (for our customers)?
- Right Advice -Is It On Point?
- **Right Reception -Is the Customer Satisfied?**
- Right Efficiency - Are We Getting More Affordable?
- Right Talent - Are We Prepared?

Goal 4 of the FY97 Business Plan is to continually improve the organization's systems for satisfying customer requirements and for building loyalty and maintaining customer relationships. Direct customer feedback will be utilized to measure how we as a Command are doing. The annual Customer FOCUS survey has been replaced with monthly surveys. These surveys will be conducted in person or telephonically. Questions have been aligned with the Top 7 metrics.

District Customer Support Teams (CSTS), formerly the Customer FOCUS Teams, will conduct 40 surveys per month including 10 Acquisition Category (ACAT) Program Managers (PMs), and 10 respective Procuring Contracting Officers (PCOS), 10 Commodity Item Managers and 10 respective PCOS. Customers will be selected on a rotational basis, not more frequently than once per year. The ACAT PMs and PCOS to be surveyed will be picked from the ACAT Program Database by the District CST, with assistance from the DCMC HQ CST (AQOA). Commodity programs will be picked from a Contract Administration Office (CAO) selected by

each District CST. CAO Commanders will select 10 contracts and provide Item Manager and PCO information to the appropriate District CST when tasked. The survey will be conducted via questionnaire format in person, via telephone, or fax. Six questions will be asked, each rated 1 to 6 by the customer:

- c How satisfied are you with the **overall support you receive from DCMC?**
- How satisfied are you with DCMC'S performance in getting you the **ri~ht item?**
- How satisfied are you with DCMC'S performance in getting you your product at the **ri~ht time?**
- How satisfied are you with DCMC'S performance in getting your product at the **ri~ht price?**
- How satisfied are you with DCMC'S performance in providing you the **ri~ht insi~ht?**
- How satisfied are you with DCMC'S performance in providing you the **ri~ht advice?**

As a complement to the monthly surveys, field activities will continue to solicit customer satisfaction information via Postcard Trailers. The Postcard Trailers serve a twofold purpose: identification and resolution of customer concerns at the transactional level, and objective validation of Customer Survey findings. It is imperative that the Districts and field offices continue to use this tool to work customer issues and that the Districts analyze the comments provided by customers. The results of the analysis will be provided to the CAO and HQ in a timely manner.

If you have any questions or require additional information, please contact CAPT Dean R. Merrill, USN, at (703) 767-2392 or DSN 427-2392 or CDR James Seveney, USN, at (703) 767-2388 or DSN 427-2388.



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